

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.57
LIBRARY,
U. S. Department of Agriculture
Washington, D. C.
SUMMER OF 1908



POT GROWN Strawberry Plants.

J. T. LOVETT

Monmouth Nursery, Little Silver, N. J.

TELEPHONE 2-J

Advice and Terms

Pot-grown Strawberry Plants should always be shipped by express; they cannot well be mailed on account of the heavy ball of soil at the roots, and the delays incidental to freight shipments are fatal to them. I can ship either by the United States Express or Adams Express direct, and by any other express through these companies. In packing, the plants are invariably removed from the pots, each one wrapped in paper and carefully packed in open boxes. It is not customary for nurserymen to offer ordinary layer plants until late in the season for the reason that during the summer the plants are running and making their increase, and to disturb the beds at this time causes the destruction and loss of thousands of unrooted plants.

Knowing the characteristic of each variety, I can often make selections for my patrons better than they can for themselves. When it is desired that I shall do this, please state the general character of the soil, light or heavy, and whether early or late fruit is desired. I cannot accept an order of less amount than one dollar.

Payments invariably in advance. Goods sent C. O. D. only when 25 per cent of the amount is sent with the order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance in same letter with order.

Everything on this circular is packed free of charge and delivered to forwarders, after which my control ceases, consequently my responsibility also. State plainly to what point goods are to be sent. The prices quoted are for pot-grown plants in all cases and for the quantities specified; *but six and fifty of a variety* will be supplied at dozen and hundred rates respectively.

It is my custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. When it is desired that I shall not do this it must be so stated in the order; to simply affix the words, "No Substitution," is all that is necessary.

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. I send out only good plants in good condition, carefully packed, in all cases, but success or failure depends in so large a degree upon care and management after received, that I do not, because I cannot, undertake to guarantee stock to live.



Pot Grown Strawberry Plants

All varieties of the Strawberry give the greatest yield and the largest berries when grown in rich soil; hence no pains should be spared in preparing the bed carefully before planting by digging or ploughing deeply and turning under a liberal coating of well-rotted manure. Harrow or rake down finely, and if a top-dressing of ground bone can be applied it will be found a great benefit at fruiting time. Select a location where the soil is moist and deep if possible—moist and yet where water does not stand near or upon the surface. In such a soil, well enriched, the Strawberry delights and gives marvelous results. It will, however, succeed upon any soil if well manured. Strawberries do not succeed when planted in shaded locations; hence in selecting a plot for them be careful and avoid places that are shaded by trees. For hill culture in the family garden, set plants in rows two feet apart and the plants fifteen inches apart in the rows; or if to be worked by horse and cultivator, make the rows three feet apart and the plants one foot apart in the row. In either case cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one half or four feet apart and the plants a foot apart in the rows, permitting the runners to grow at will.

The after culture consists in keeping the soil mellow and free from weeds by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart,) cover the entire bed with salt-meadow hay or loose light material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to the plants while the fibrous portion remains upon the surface as a mulch. Evergreen branches are very useful for securing the covering in place and are of themselves a protection. When the plants start in spring, rake the mulch from off the plants sufficiently to permit them to push through it, and leave it on the surface about the plants to protect the fruit and keep it clean and also to keep the soil moist and cool. An application of unleached wood ashes or Muriate of Potash along the rows very early in the spring, just before a rainfall, will be found to increase the size, beauty and flavor of the berries.

Selection of Varieties

The Blossoms of all Strawberries in cultivation are either hermaphrodite (perfect) or pistillate (imperfect) and the varieties named in this pamphlet are perfect except those marked with the letter P which are pistillate. The flowers of these differ from the hermaphrodite or perfect varieties in being destitute of stamens, or nearly so, and are unable, therefore, to properly fructify themselves. It is consequently essential, when a pistillate variety is grown, that a perfect flowered variety be planted near it in order to

properly pollinize its blossoms; in the proportion of one row of perfect flowered plants to about every four or five rows of pistillate ones. When thus properly fertilized the pistillate varieties are often the most productive, and there is really no good reason for the prejudice with which some growers regard them. If but one variety be grown, however, it should of course, be a perfect flowered sort and not a pistillate one. It is best always to plant at least three varieties—early, medium and late—to expand the season of fruiting to its full limits.



Pot Grown Strawberry Plant.

Pot Grown Strawberries

have the great advantage over ordinary or "layer" plants of producing a crop of the largest and finest berries the first season after planting. Further than this, they may be safely transplanted in the hottest and driest weather, without serious check to growth and they can be planted where early potatoes, peas, or other early crop have been harvested. True, the first cost of them is somewhat greater than when layer plants are employed, but their advantages are so great and many, there can be no comparison in value between them for summer planting. In fact, for summer

and fall setting, pot grown plants are indispensable if a crop of berries is desired the following June. In setting them out, dip the balls of earth in water to thoroughly moisten them, and make the soil very firm about each plant,

SILVER COIN STRAWBERRY



The standard of strawberries is now so high it is not an easy task to describe a new variety in a manner that will convey to the reader's mind a correct impression of what the sort described is really like. It is not enough to say the berries are large, beautiful and delicious; that the plant is vigorous, healthy and prolific; for there are many varieties that are all this. In brief, this new candidate for public favor is a mid-season variety and is believed to excel, by far, all others of its season in uniting desirable properties. Its salient points are its exquisite color, luscious flavor and great productiveness. The berries are not only large, but very nearly all of them are large, even those that ripen at the close of the season; and they are the most uniform in size and shape of any variety I have ever grown (being bluntly conical and just about as regular in size and form as Pippin apples.) The color is a brilliant flame red—similar to the popular Gandy—so brilliant and attractive, in fact, that it sells in market at sight for five to ten cents a quart more than the other large varieties usually grown; retaining its brilliancy until the fruit decays. The quality is rich, sugary and delicious; surpassing all varieties of its season, with the possible exception of McKinley. Last but not least, the texture is very firm; hence it is unexcelled as a shipper and keeper. The plant is of strong, vigorous habit with large spotless foliage that never rusts, mildews or blights. It has large strong fruit stems that hold the enormous crop of fruit well from the ground. The blossom is large and vigorously staminate.

A word as to the name. The variety was produced at Little Silver by a skillful gardener-hybridizer, who at the same time is a successful strawberry grower of wide experience. He grows the fruit for profit and originates varieties as a pastime. Of the many new strawberries which he has produced, Silver Coin is the finest of all. To name it Little Silver would be misleading for the berries are *large* and they coin money, not a *little*, but lots of it. It is very firm, and silver or "hard" dollars are often convenient things to have. Moreover it is as bright as a new silver dollar.

Silver Coin has been thoroughly tested for several years. For the past two years it has been extensively fruited in commercial field culture beside Wm. Belt and other popular varieties; yielding in profit more than two dollars to one from any other variety from space of equal extent. It is now offered for the first time. Its merits are so great and many, I would be warranted in quoting it at high prices, especially as the stock is limited. However, I adhere to the rule established many years ago; namely, in putting upon the market a novelty, to offer it at moderate rates, no matter how great its value.

Pot grown plants, dozen, \$2 00; 100, \$12.00.



New Jersey has produced many valuable Strawberries, such as the Gandy, Stevens' Late Champion, Gen. De Wet, Oom Paul, President, Reliance, Etc., and Heritage is believed to be "another good one." The disseminator, whose father before him was a commercial Strawberry grower, says: "For nearly forty years I have grown them and after having tested hundreds of standard varieties and as many seedlings, feel qualified to assert positively that with me, it is the most productive and most valuable variety I have ever seen." The plant is a vigorous, rampant grower and a prodigious yielder. Berries uniformly large to very large, dark, shining crimson and beautiful; conical, uniform in size and shape, of superior quality and solid texture. Begins to ripen early to midseason and continues until very late. A very promising variety.

Dozen, 1.00.; 100, \$5.00.

FENDALL

A southern child of a worthy northern parent—a seedling from Baltimore County, Md., of the Canadian, Wm. Belt. Wm. Belt is so



a longer season of fruit and yields double the quantity of fruit. This is indeed, claiming a vast deal. It has yielded at the rate of sixteen thousand eight hundred quarts per acre. The berries are smooth and glossy, of firm meaty texture and exceedingly full and rich in flavor. The plant is of strong, remarkable vigorous habit with clean, spotless foliage and with unusual power to resist drought.

In the Fendall, I believe we have a variety of great worth. Dozen, \$2.00; 100, \$10.00.

Lycoming, Co., Pa., Sept. 30, 1907.

I received my plants on the 28th; were in very best of shape and all good strong plants. Accept thanks for extra count. You shall have my future orders.

A. P. GALBREATH.

Harford, C., Md., Aug. 27, 1908.

I want 100 Pot grown Strawberry plants. Will you send me a catalogue so I can see the prices. I saw some nice plants you sent here and I got your name from the card.

CHAS. F. HEILIG.

New York, N. Y., Sept. 6, 1907.

I beg to acknowledge the receipt of one box of pot-grown Strawberry plants all in fine condition, for which I thank you.

P. H. W. MEYER.

fine that in the past, if confined to a single variety, it would have been the one chosen. Fendall, is said and believed to be superior to its celebrated parent in every way—larger in size, finer in flavor, of greater beauty and more uniform; superior habit of plant, gives

General List of Pot Grown Strawberries

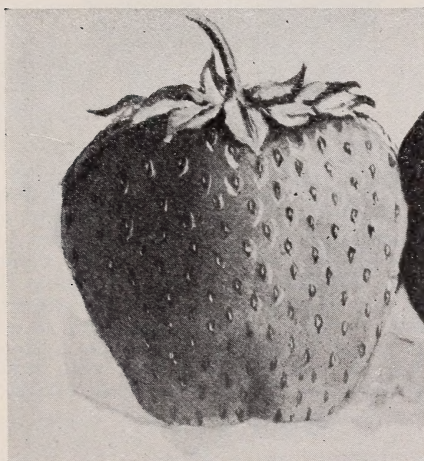
50c. per dozen; \$3.00 per 100; unless otherwise noted.

If to be sent by mail, add 2 cents per plant for postage.

BRANDYWINE

An old and popular variety of general adaptability. The berries are large, roundish-conical, uniform, bright crimson, firm and of good flavor. Plant of vigorous habit and prolific. For fine results it requires strong, rich soil, and plenty of manure. Midseason.

CARDINAL (P)

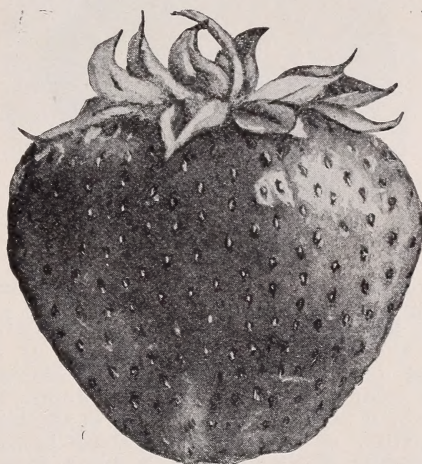


Another season's observations confirms my high opinion of this Buckeye State Strawberry. It is a marvel in vigor and productiveness, is exceptionally firm and very handsome. It is a strictly business berry—gets right down to business at once and keeps at it all the time. The quality is not fine—too tart and not refined—but it looks so well, yields so well, sells so well and is so easily grown it is a most profitable variety to grow. The berries average large and are bluntly conical with a bright green calyx or "burr;" and they "stand up" remarkably well after shipment. It possesses the solidity of the old venerable Wilson's Albany, united with the vigor of plant, prolific yield and brightness of color of the famous Crescent, while the berries are larger, much larger, than either of them. Season medium until quite late.

COMMONWEALTH

The finest variety for family use that ripens very late. It is of superb quality and prolific but not firm enough for shipment. It surpasses the popular Gandy by far in quality though it is not so handsome in color. Plant is vigorous and healthy. It would be difficult

Prices 50c. per dozen; \$3.00 per 100.



to say too much in its favor for the home garden but I would not recommend it for light sandy soil.

GOV. ROLLINS (P)

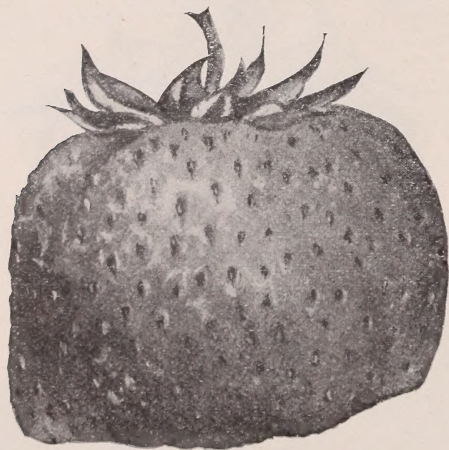


An aristocrat of the Strawberry garden and a variety that will delight all who admire and appreciate fine Strawberries. Berries large, bluntly conical, bright crimson with high gloss, deliciously refined in flavor and remarkably uniform in size, shape and color. Plant well high perfection in habit; having lustrous dark green leaves—free from spot or blemish—of vigorous habit and prolific. Originated in Massachusetts, and was awarded first premium by the Massachusetts Horticultural Society. Ripens early.

Prices 50c. per dozen; \$3.00 per 100.

GANDY

Introduced by me in 1888 and now more largely grown than any other variety. It ripens late to very late—and the berries are large to very large, bluntly conical, of the firmest texture and bright flame-colored—which color they retain until they decay; but in flavor it is rather acid and not of the highest quality. It is very nearly perfect in vigor and growth of plant yet it is but a moderately productive variety, except under high culture and upon very moist soil. It originated in a meadow in South Jersey and its peculiarities are its preference for very moist land and the fact that it usually yields more bountifully the second than the first year.

MARK HANNA (P)

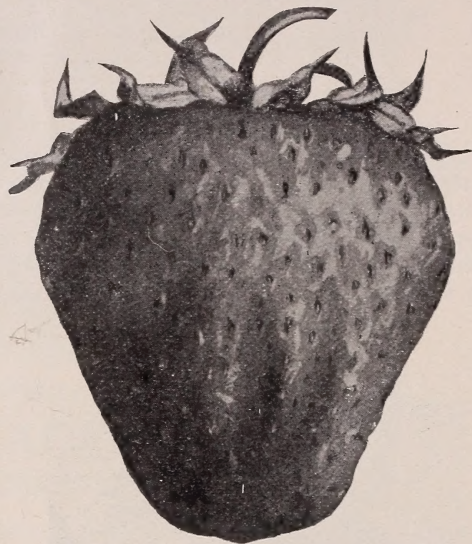
This Strawberry is truly enormous in size of berries and is a prodigious yielder. It ripens in midseason; is attractive in appearance and is of excellent quality. It is also of firm texture and keeps well.

GEN. DE WET

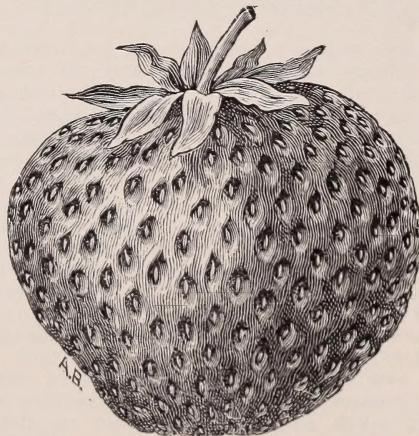
A very late variety. Plant is well-nigh perfect in habit and is very prolific. The fruit stems are strong and sturdy, holding from the ground the heavy load of fruit. The berries are of great size, fine shape and color;

Prices 50c. per dozen; \$3.00 per 100.

dark red and very glossy. Stands heat and drough well and never "rusts" or blights. A large, beautiful and valuable Strawberry.

McKINLEY

This richest and most luscious in quality of any variety in cultivation, equalling in high flavor and aroma the wild Strawberry of our childhood. Berries very large, handsome and freely produced on strong, healthy plants; ripens in midseason and is too tender in texture to endure shipment. It is preeminently a variety for the home garden, and if confined to a single variety it is the one I should plant for the table. Everybody who enjoys fine Strawberries should plant this variety.

OOM PAUL

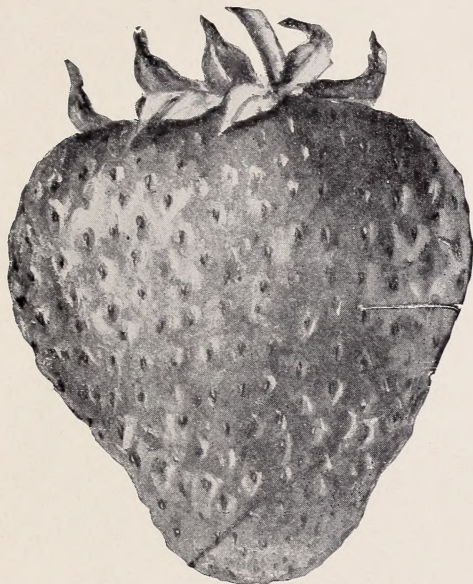
One of the very largest of Strawberries. The berries are roundish-conical in shape, of a glossy bright crimson, firm and of superb quality. It is so large, six berries of it have been known to fill a quart, and it never runs small at the last pickings. The plant is large and robust, dark green, clean foliage, and exceedingly prolific for such a large berry. Ripens in midseason.

Prices 50c. per dozen; \$3.00 per 100.

GLADSTONE

Has all the merits of the popular "Sharpless"—great size, handsome appearance and mild, rich flavor—and with added productiveness. It originated with the gentl men who introduced "Sharpless;" is similar in growth of plant and ripens at the same time—in midseason—and may justly be termed an "Improved Sharpless;" being more vigorous and healthy in growth of plant and decidedly more prolific.

MORNING STAR



The largest and finest Strawberry as yet fully tested that ripens early. Berry very large, broadly conical with blunt apex, bright scarlet crimson, exceptionally uniform in size and shape. Plant a strong grower, very healthy and a reliable yielder. It is exceptionally firm for an early berry; and best of all, of the very finest flavor; rich and sugary.

RELIANCE

A superb variety, particularly for the home garden. A seedling of Mary (introduced by me many years ago) and Marshall; both large, beautiful and good strawberries. The fruit is of large size, delicious flavor, rich dark crimson color, glossy, beautiful, uniformly globular shape, and the plant is a strong, luxurious grower and a great yielder. The fruit is borne on strong stalks and is exceptionally firm.

Prices 50c. per dozen; \$3.00 per 100.

Orange Co., N. Y., July 2, 1908.

The potted Strawberry plants you shipped me last September are the greatest and finest I ever saw. I expected to get a few berries this year, but the yield was very large. A number of people here said they want some of your plants next fall.

A. R. COATES.

PRESIDENT (P)



For large size, beauty, great productiveness and high quality, united in a single variety, it is without an equal among Strawberries. It is, however, of tender texture and it not suited for shipment. The plant is of mammoth size, and under ordinary culture the huge berries are literally heaped along the row. The quality is of the richest and highest—something most unusual in a very prolific, pistillate variety. Berries globular but somewhat irregular, occasionally rigid; deep rich crimson with a large bright green calyx or "burr" and with deep red flesh. Ripens in midseason.

STEVENS' LATE CHAMPION



Evidently a descendant of the grand old Gandy, similar in habit but even more vigorous in growth and more prolific by far. It ripens very late and is similar to the Gandy in every respect except that it yields nearly or quite twice as many quarts of berries upon a given space. The most prolific and profitable of the late varieties for market growing and a very valuable sort for the home garden.

Prices 50c. per dozen; \$3.00 per 100.

SAINT LOUIS



A new, extra early variety and a very beautiful and valuable Strawberry. The berries are large, conical and bright scarlet or flame color—the plant a vigorous clean grower and prolific. It is not of firm texture but of delicious quality with a rich aroma. The largest and finest very early variety for the home garden

THOMPSON'S EARLIEST

The first to ripen by nearly a week. It is charmingly beautiful in color, of regular form, firm texture, delicious quality and highly perfumed; but the berries are of rather small size. They are, however, much larger and better in every way than those of the Crystal City and Michel's Early, the only varieties that ripen so early. Berries are bright flame color and the plants, which are fairly productive, are so vigorous they succeed even on thin, light soil. Especially valuable and desirable as an extra early variety for the home garden.

THOMPSON'S NO. 2

As a variety ripening in midseason, this is about as near perfection as one can hope to ever get. It has not a fault in plant or fruit;

being just right in every way in plant growth, while the fruit is large, beautiful and very firm. As a matter of fact it is too firm and not high enough in quality to give entire satisfaction as a variety for the home garden. Not since the advent of the old Wilson have I seen a variety with such a superb and resistant plant. Severe cold (without protection), intense heat and prolonged drought do not injure it or affect its fruitfulness. It merits a more distinctive name than the one it bears.

WILLIAM BELT



If confined to one variety, this is the one I would select. The plant is a vigorous, though not a rampant grower, succeeds upon almost all soils, and invariably yields very heavily; and best of all, the berries are always of large size and high quality. It's flesh is solid and meaty, deep crimson in color, and the blossoms are large, with abundance of pollen. It begins to ripen quite early and continues until almost the close of the season; the last berries being large, handsome and full-flavored. Indeed, it is a king among Strawberries, being among the largest—many of the berries being of great size—firm, and gives large pickings for a longer period than any other variety I have. Although of Canadian origin, it has proved of general adaptability, and is among the most popular of all varieties in cultivation.

Prices: 50 cents per dozen; \$3.00 per hundred.

Hardy Perennials

By far the most interesting and profitable of all flowering plants. Nearly all of them can be successfully planted in autumn; Peonies, Irises, Phloxes, Bleeding Heart, Day Lilies, and many others should be planted during September, October or November for best results. My sixty-page illustrated Catalog describes more than a thousand varieties of choice Hardy Perennials, Shrubs and Vines, and gives full instructions for preparing the soil, planting and culture. It is mailed free upon request.

J. T. LOVETT, Little Silver, N. J.